

NAB Form PB-16 Issues

**AGREEMENT FORM FOR
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

Station and Location: <u>KSL - SALT LAKE CITY</u>	Date: <u>7/12/11</u>
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I, Neil Williams

do hereby request station time concerning the following issue:

<u>Freedom PAC</u>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED 7/13-7/19					

Total Charges: <u>\$15,740 GROSS</u>

This broadcast time will be used by: Freedom PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?" <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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NAB Form PB-16 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

I represent that the payment for the above described broadcast time has been furnished by:

Freedom PAC

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Name: <u>J Scott Bersing</u> Title: <u>Officer</u> Address: <u>2101 Cedar Springs Blvd</u> <u>Stk 1050</u> <u>Dallas, TX 75201</u>	Name: _____ Title: _____ Address: _____
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I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date	Signature	Contact Phone Number
<u>7/12/11</u>	<u>[Signature]</u>	<u>202-337-5700</u>

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature	Printed Name	Title

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Rep Order# 7786236 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 18491

Printed: 07/12/2011 11:07 AM

1 of 2

Last Received: 07/11/2011 2:46 PM

Showing Buylines: All Lines

Station	KSL-TV SALT LAKE CITY
Advertiser	() FREEDOM PAC
Product	FREEDOM PAC
Estimate#	
Buyer	NEIL WILLIAMS
Phone#	
Fax#	

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 07/13/2011 - 07/19/2011
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- CONTRACT COMMENT ---

FREEDOM PAC *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN DISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	6A NWS	:30	\$225.00	07/13-07/15	3	1	3	\$675.00	
		Buyline Comment: 1/DAY										
	2	M-TU	6A-7A	6A NWS	:30	\$225.00	07/18-07/19	2	1	2	\$450.00	
		Buyline Comment: 1/DAY										
	3	W,F	12P-1P	12N NWS	:30	\$215.00	07/13-07/15	2	1	2	\$430.00	
		Buyline Comment: 1/DAY										
	4	M-TU	12P-1P	12N NWS	:30	\$215.00	07/18-07/19	2	1	2	\$430.00	
		Buyline Comment: 1/DAY										
	5	F	5P-530P	5P NWS	:30	\$485.00	07/15-07/15	1	1	1	\$485.00	
	6	W-F	6P-630P	6P NWS	:30	\$550.00	07/13-07/15	3	1	3	\$1,650.00	
		Buyline Comment: 1/DAY										
	7	M-TU	6P-630P	6P NWS	:30	\$550.00	07/18-07/19	2	1	2	\$1,100.00	
		Buyline Comment: 1/DAY										
	8	W-F	630P-7P	630P NWS	:30	\$525.00	07/13-07/15	3	1	3	\$1,575.00	
		Buyline Comment: 1/DAY										
	9	M-TU	630P-7P	630P NWS	:30	\$525.00	07/18-07/19	2	1	2	\$1,050.00	
		Buyline Comment: 1/DAY										

Rep Order# 7786236 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

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Printed: 07/12/2011 11:07 AM

2 of 2

Last Received: 07/11/2011 2:46 PM

Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () FREEDOM PAC
Product FREEDOM PAC
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 07/13/2011 - 07/19/2011
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	10	W-TH	10P-1035P	10P NWS	:30	\$1,900.00	07/13-07/14	2	1	2	\$3,800.00	
				Buyline Comment: 1/DAY								
	11	TU	10P-1035P	10P NWS	:30	\$1,900.00	07/19-07/19	1	1	1	\$1,900.00	
	12	SU	8A-9A	MEET THE PRESS	:30	\$230.00	07/17-07/17	1	1	1	\$230.00	
	13	SU	9A-930A	SUN EDITION	:30	\$65.00	07/17-07/17	1	1	1	\$65.00	
	14	SU	10P-1035P	SUN 10P NWS	:30	\$1,900.00	07/17-07/17	1	1	1	\$1,900.00	

---REPORT TOTALS---

Report Totals: 26 / \$15,740.00

---SALES MONTHLY TOTALS---

Jul 11: 26 / \$15,740.00

Sales Totals: 26 / \$15,740.00

Station Totals: 26 / \$15,740.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$39,350	CABL	0%	KJZZ	0%	KSL	40%	KSTU	0%	KTVX	0%
		KUCW	0%	KUTV	0%	UNKN	60%				

Books null
Demos RA35+

CONTRACT



KSL
55 North 300 West Broadcast House
Salt Lake City, UT 84110
(801)575-5555

www.ksl.com

and:

Strategic Media Services
3299 K Street NW Suite 200
Washington, DC 20007

<u>Contract / Revision</u> 18489 /		<u>Alt Order #</u> 07786237
<u>Product</u> FREEDOM PAC / ISSUE		
<u>Contract Dates</u> 07/20/11 - 07/26/11		<u>Estimate #</u>
<u>Advertiser</u> Freedom Pac		<u>Original Date / Revision</u> 07/11/11 / 07/12/11
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSL	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> FRPC	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KSL	07/20/11	07/22/11	6a KSL 5 Today-Hour 2	M-F 6a-7a		:30			NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/18/11	07/24/11	--111--				3	\$225.00			
2	KSL	07/25/11	07/26/11	6a KSL 5 Today-Hour 2	M-F 6a-7a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/25/11	07/31/11	11-----				2	\$225.00			
3	KSL	07/20/11	07/22/11	12p KSL 5 News @ Noon	M-F 1158a-1258p		:30			NM	2	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/18/11	07/24/11	--1-1--				2	\$215.00			
4	KSL	07/25/11	07/26/11	12p KSL 5 News @ Noon	M-F 1158a-1258p		:30			NM	2	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/25/11	07/31/11	11-----				2	\$215.00			
5	KSL	07/22/11	07/22/11	KSL 5 News @ 5p	M-F 5p-530p		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/18/11	07/24/11	----F--				1	\$485.00			
6	KSL	07/20/11	07/22/11	KSL 5 News @ 6p	M-F 6p-630p		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/18/11	07/24/11	--111--				3	\$550.00			
7	KSL	07/25/11	07/26/11	KSL 5 News @ 6p	M-F 6p-630p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/25/11	07/31/11	11-----				2	\$550.00			
8	KSL	07/20/11	07/22/11	KSL 5 News @ 630p	M-F 630p-659p		:30			NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/18/11	07/24/11	--111--				3	\$525.00			
9	KSL	07/25/11	07/26/11	KSL 5 News @ 630p	M-F 630p-659p		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/25/11	07/31/11	11-----				2	\$525.00			
10	KSL	07/20/11	07/21/11	KSL 5 News @ 10pm	M-F 10p-1035p		:30			NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/18/11	07/24/11	--11---				2	\$1,900.00			
11	KSL	07/26/11	07/26/11	KSL 5 News @ 10pm	M-F 10p-1035p		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/25/11	07/31/11	-T-----				1	\$1,900.00			
12	KSL	07/24/11	07/24/11	Su NBC Meet the Press	758a-9a		:30			NM	1	\$230.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



KSL
 55 North 300 West Broadcast House
 Salt Lake City, UT 84110
 (801)575-5555

www.ksl.com

Contract / Revision	Alt Order #
18489 /	07786237

Contract Dates	Product	Estimate #
07/20/11 - 07/26/11	FREEDOM PAC / ISSUE	

Advertiser	Original Date / Revision
Freedom Pac	07/11/11 / 07/12/11

Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/18/11	07/24/11	-----S				1	\$230.00			
13	KSL	07/24/11	07/24/11	Su 9 - 930a Sun Edition	Su 9a-930a		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/18/11	07/24/11	-----S				1	\$65.00			
14	KSL	07/24/11	07/24/11	KSL 5 News @ 10pm Su	10p-1035p		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/18/11	07/24/11	-----S				1	\$1,900.00			
Totals											26	\$15,740.00

Time Period	# of Spots	Gross Amount	Net Amount
6/27/11 - 07/26/11	26	\$15,740.00	\$13,379.00
Totals	26	\$15,740.00	\$13,379.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

**POLITICAL/ISSUE ADVERTISING
INQUIRY/REQUEST PUBLIC FILE FORM**

Instructions: This form must be completed as to all requests, both oral and written, for broadcast time (1) to be used by or on behalf of a candidate for public office, or (2) involving a controversial issue of public importance (including political and legislative matters where there is no Use @ by a legally qualified candidate). It is to be kept in the station Public Inspection File for a period of two years.

1. **Date and time of request:** 7/8/11
2. **Name of the person making request:** Neil Williams
3. **Agency (if any):** Strategic Media Services
4. **Address of agency:** 3299 K St NW Suite 200
Washington DC 20007
5. **Telephone number of agency:** 202-337-5700
6. **Name of candidate or description of issue:** Freedom PAC
7. **Name of candidates authorized committee or name of issue ad sponsor:** same as above
8. **Name of treasurer of candidates committee or issue ad sponsor contact:** J Scott Bensing
9. **Address of candidates committee or issue ad sponsor contact:** 2101 Cedar Springs Road, Ste 1050
Dallas, TX 75201
10. **Telephone number of candidates committee or issue ad sponsor contact:**
11. **If the purchaser is not an individual, list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (use additional pages if necessary):**

Name: J Scott Bensing	Title: Officer	
Name: _____	Title: _____	
Name: _____	Title: _____	
Name: _____	Title: _____	
12. **Programs or times requested (use additional pages if necessary):** all dayparts
13. **Dates requested:** 3Q 2011
14. **Class of time requested (use additional pages if necessary):** Issue rates
15. **Length of spot/program time requested (use additional pages if necessary):** 30"

16. Request made: In writing? ☐ Orally? ☒ XX__
(if in writing, attach and retain)
17. Disposition of request: Granted ☐
Not Granted ☐

If not granted, state reason or reasons in space below. If denied in writing, attach and retain.
If granted, attach contract, invoice and schedule of date and time on which the ad(s) actually aired,
when available.)

18. If granted, rate charged
(use additional pages if necessary):

If the advertisement refers to a candidate, please complete Questions 19-24.

19. Name of candidate
(if different from Question 6 above):
20. Political party of candidate:
21. Office for which candidate is running:
22. Is it a: Federal Office? ☐ State Office? ☐
Local Office? ☐
23. Election for which candidate is
campaigning:
24. Date of election:

If the request is by or on behalf of a candidate, please complete Questions 25-27.

25. Request for documentation that candidate
is legally qualified. (Attach any written
documentation received.) Yes ☐ No ☐
26. Date Political Disclosure Form submitted
to requestor:
27. If federal candidate, has candidate or
authorized committee signed Bipartisan
Campaign Reform Act (BCRA)
Certification?

*Note: For issue advertisements where there is no Use@ by a legally qualified candidate and the
advertisement does not relate to any political or legislative matter of national importance, the station
may elect to only complete Questions 1,2,3,4,5, 6, 7, 8, 9, 10, and 11 of this form.*

COMMENTS:

Jamie Andrus -Eagle TV Sales

Signature of Person Receiving Request On
Behalf of Station